

# HOAX!

"Hoodwinking;" "Fake!"

These terms were the general response to a purported reader "survey" printed in another Torrance paper last week, showing ridiculous comparisons between reader interest in that newspaper and others circulated in the Torrance and Lomita area.

Naturally, the hoax was intended to convince advertisers that the paper perpetrating the "phony" survey was the best medium for advertising in this area.

Fortunately for advertisers, the hoax boomeranged! It becomes the duty of the Torrance Press, exponent of the free press, to reveal certain startling facts which have developed since last week's issue of the other paper was published.

They are:

1. Of 1000 persons questioned about a purported "Report of a Door to Door Mail Questionnaire," NOT ONE PERSON had received any such inquiry in person or by mail from the "service" reported to have conducted the survey.

2. Of the 1000 questioned by the Torrance Press, 90 of them said that they read the Press within a few hours after it reaches their doorsteps (and the Press reaches 13,500-doorsteps each Thursday morning in the Torrance, Lomita, Harbor City, Alondra, Keystone and surrounding areas).

3. A sampling of homes in Central Torrance, North Torrance, South Torrance, Waverly, Hollywood Riviera, Seaside Ranchos, Lomita, Alondra, Keystone and other areas covered by the Press revealed that NOT A SINGLE PERSON had been questioned about the alleged "survey" of the other Torrance paper.

4. We took with us on our survey several major advertisers who were satisfied beyond their own expectations about our 100 percent blanket coverage of the shopping area, and better than that, they found that the Press is the newspaper which is READ, because it covers the news denied by other newspapers.

## HULL'S RETENTION DECISION NOW DUE

Whether or not D. J. H. Hull will remain as Superintendent of Schools of Torrance Unified School District for another four years must be decided by the Board of Education prior to January 1, 1952, under an amendment to the Education Code which became effective in September.

In prior years, the question of retention of a school superintendent in California was decided upon in the Spring, usually after the election of a new Board of Education, thus giving new members of a Board a voice in the matter.

However, the Legislature at the last session amended the code to read:

"SECTION 1303.2: In the event the governing board of

a school district determines the superintendent of schools of the district is not to be re-elected or re-employed as such superintendent upon the expiration of his term, the superintendent of schools shall be given written notice thereof by the governing board at least six months in advance of the expiration of his term."

There is no doubt but what Dr.

(Continued on Page 16)

# SPECIAL LOCAL CENSUS ASKED

## City Bids For More State Aid

Torrance's tremendous growth since the 1950 Federal population census have completely outmoded the decennial figures of a year ago, it was pointed out in the City Council this week.

As a result, City Manager George Stevens requested the Council to appropriate \$3700 from the reserve fund. This money is to be used to make a survey showing the need for the census. The recommendation was unanimously approved by the City Council.

In past meetings Councilman Nick Drale had suggested the need for this type of census. It has been repeatedly pointed out that Torrance is losing thousands of dollars in gas tax allotments from the State of California.

In 1950, according to the federal census, Torrance had a population of 13,500.

(Continued on Page 16)

## Yule Shopping Grows Shorter

President Truman yesterday approved holidays of four days at Christmas and three days at New Year's for all government workers.

There will be exceptions to the two holidays as determined by individual department heads, but practically, the extended holiday week ends will apply to most Federal employees.

The Christmas holiday starts Saturday, Dec. 22, and extends through Tuesday, Christmas Day. The New Year's holiday starts Sunday, Dec. 30, and extends through New Year's Day, Tuesday.

Federal workers will make up for their Monday off before Christmas by working the following Saturday, Dec. 29. This is normally a day off. Federal workers also will work Jan. 5, the Saturday following New Year's, to make up for taking Dec. 31 off.

(Continued on Page 16)

# Torrance PRESS

13,500

The Largest Circulation

Newspaper in Torrance

and Lomita

Ph. Torrance 1185-1186

Serving Torrance, Lomita, Shoestring, Harbor City and Keystone

Printed 100% Union Shop

For Emergency Ambulance Phone Torrance 1818

3rd Year

TORRANCE, CALIF., DECEMBER 6, 1951

5c Per Copy

Number 34

# 3,000,000 School Bond Vote Called

## Building Permit Gross Falls Off in November

The Building permit gross for the month of November fell far short of the 1950 statistics. However, for the 1951 period, receipts are still ahead as compared with 1950.

November this year closed with \$460,815 worth of building reported. During 1950 for the same month, the total receipts were \$1,852,121.

The following took out permits during the last 11 days of November:

### CONCRETE WALL

James Breneman, 309 Via Colusa, \$200 concrete wall; National Supply Co., 1524 Border, R. E. Payne, contractor, \$40,000 industrial relations building; George Erd, 18825 Crenshaw, \$1500 store building;

L. A. Lyle, Jr., 17016 Atkinson avenue, \$750 garage; General Electric Co., 2861 Lomita boulevard, contractor, Keith & Keith, \$500 office building.

Irene F. LaVile, 3308 W. 18th place, \$600 private garage; H. A. Hutslar, 2211 Sepulveda boulevard, \$5000 moved-in residence; H. A. Cavanaugh, 500 Via La Selva, \$16000 residence and garage; Schultz and Peckham, 1420 Cabrillo avenue, contractor, Keith and Keith, \$500 concrete slab and pit; Victor H. Johnson, (Continued on Page 16)

## Water Board Meets

Without informing the public, the Water Board composed of the entire City Council met in an open meeting Tuesday night instead of on Wednesday evening.

Among important business discussed was what Acting Water Head Angus McVicar referred to as a "Water Main Extension," policy.

Under this program, anyone wanting water in an isolated section would pay all the installation costs for the mains. How-

(Continued on Page 16)



PRETTY Paulette Green shows the check paying the first half of General Petroleum's 1951-52 Los Angeles County taxes. Paulette figured the taxes were equivalent to 700 years pay for her. See story Page 12.

## FEBRUARY ELECTION PLANNED BY BOARD

Predictions by the Torrance Press as early as Oct. 18 of this year that the Board of Education would request a \$3,000,000 bond issue became a reality this week at the regular Board meeting on Tuesday evening.

With only a minimum quorum present, Board members Judge John Shidler, Dr. Rollin Smith,

and Mrs. Grace Wright approved preliminary plans for the bond election to be held tentatively of February 26, 1952. Superintendent of Schools J. H. Hull pointed out that the exact date would have to be cleared with the County Counsel.

### MEMBERS ABSENT

Board members Bill Tolson and Carl D. Steele were unable to be there. Tolson was suffering from a broken ankle which he acquired in Glendale last week. Steele has been ordered by his physician to remain at home for at least 60 days.

However, Hull reported that both absent board members were in full support of the bond election.

Hull also disclosed that various business groups have gone on record favoring the bond election.

"Business groups have only (Continued on Page 16)

## Assistant Chief Exam Cancelled

There seems to be a difference of opinion as to why the Police examination for the assistant chief was suddenly cancelled last week.

Scheduled for a week ago Wednesday, both Capt. W. H. Haslam and Capt. Ernest Aston walked into City Manager Stevens' office late Tuesday afternoon and requested that the examination be cancelled.

### TWO STORIES

There seemed to be two different stories. Both Haslam and Ashton agreed that they wanted (Continued on Page 16)

TOWN-WIDE

# Christmas Opening

ALL STORES WILL STAY OPEN EVERY NIGHT TILL XMAS BEGINNING FRIDAY, DECEMBER 7th

SHOP AND SAVE WITH THESE FRIENDLY, RELIABLE MERCHANTS

Hurry, hurry, hurry! Join the throngs to our Gala Christmas Opening... see the town-wide collections of wonderful gift ideas... toys, games, furniture, appliances, wearing apparel, good things to eat — yes, something for everyone, from baby to granny! See our windows... shop our stores! You will be sure of complete selections... fair prices and a friendly, neighborhood spirit! Come one and all... young and old... JOIN IN THE FUN!



## "Men Are Like Streetcars" Opens Tomorrow Night!

(See Story — Page 11)